

ORDER



WZZM 13

Orders
Order / Rev: 724080
Alt Order #: 06389883
Product Desc: PESTKA 4 CONGRESS
Estimate: 2512
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/25/12
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Buying Time, LLC/ POL
Buying Contact:
Billing Contact:
 650 Massachusetts Ave. N.W. , Suite 210
 Washington, DC 20001

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Pestka,S/ D/ Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	45	\$21,405.00	\$18,194.25
10/29/12	10/29/12	12	\$6,365.00	\$5,410.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$21,405.00	\$18,194.25	0.00
November 2012	12	\$6,365.00	\$5,410.25	0.00
Totals	57	\$27,770.00	\$23,604.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WZZM 13	23%	\$27,770.00
Market	100%	\$120,739.13

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WOOD	33%	\$39,843.91
WOTV	2%	\$2,414.78
WWMT	37%	\$44,673.48
WXMI	5%	\$6,036.96
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	10/26/12	10/26/12	The View The View	CM	11a-12n	----F--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--			1			\$250.00		0.00			
2	WZZM	10/26/12	10/26/12	M-F 12-1230p Noon News	CM	12-1230pm	----F--	:30	1	\$480.00	P-1	0.00	NM	1	\$480.00
WZZM 13 NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--			1			\$480.00		0.00			

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Estimate: 2512
WZZM 13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WZZM	10/26/12	10/26/12	M-F 12-1230p Noon News	CM	12-1230pm	----F--	:30	1	\$480.00	P-1	0.00	NM	1	\$480.00
WZZM 13 NOON NEWS															
3	WZZM	10/26/12	10/26/12	M-F 3-4p Katie	CM	3-4p	----F--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
KATIE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$150.00		0.00				
4	WZZM	10/26/12	10/26/12	M-F 530-6a M-F Morning News	CM	530-6a	----F--	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
THE MORNING NEWS AT 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$375.00		0.00				
5	WZZM	10/26/12	10/26/12	M-F 530-6pm M-F News	CM	530-6p	----F--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
5:30 EDITION NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$650.00		0.00				
6	WZZM	10/26/12	10/26/12	M-F 6-630p M-F News	CM	6-630p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
EYEWITNESS NEWS 13															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$1,500.00		0.00				
7	WZZM	10/26/12	10/26/12	M-F 7-9a M-F Good Morning America	CM	7-9a	----F--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			2		\$600.00		0.00				
E 8	WZZM	10/26/12	10/26/12	M-F 9-10a Take 5	CM	9-10am	----F--	:30	1	\$50.00	P-4	0.00	NM	0	\$0.00
TAKE FIVE & COMPANY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--			1		\$50.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NZZM	10/22/12-10/28/12		M-F 9-10a	9-10am		-----F----	:30		(\$50.00)		0.00	NM		
Credited [credit na]															
9	WZZM	10/29/12	10/29/12	M-F 1030-11am Millionaire	CM	1030-11a	M-----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$100.00		0.00				
10	WZZM	10/29/12	10/29/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
EYEWITNESS NEWS 13 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$1,000.00		0.00				
11	WZZM	10/29/12	10/29/12	The View The View	CM	11a-12n	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$400.00		0.00				
12	WZZM	10/29/12	10/29/12	M-F 3-4p Katie	CM	3-4p	M-----	:30	1	\$180.00	P-2	0.00	NM	1	\$180.00
KATIE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$180.00		0.00				
13	WZZM	10/29/12	10/29/12	M-F 530-6a M-F Morning News	CM	530-6a	M-----	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
THE MORNING NEWS AT 530															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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13	WZZM	10/29/12	10/29/12	M-F 530-6a M-F Morning News THE MORNING NEWS AT 530	CM	530-6a	M-----	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$375.00		0.00						
14	WZZM	10/29/12	10/29/12	M-F 530-6pm M-F News 5:30 EDITION NEWS	CM	530-6p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$650.00		0.00						
15	WZZM	10/29/12	10/29/12	M-F 6-630p M-F News EYEWITNESS NEWS 13	CM	6-630p	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,500.00		0.00						
16	WZZM	10/29/12	10/29/12	M-F 6-7a M-F Morning News THE MORNING NEWS AT 6	CM	6-7a	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$600.00		0.00						
17	WZZM	10/29/12	10/29/12	M-F 7-730p M-F Entertainment Tonight ENTERTAINMENT TONIGHT	CM	7-730p	M-----	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$310.00		0.00						
18	WZZM	10/29/12	10/29/12	M-F 7-9a M-F Good Morning America GOOD MORNING AMERICA	CM	7-9a	M-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	2		\$600.00		0.00						
19	WZZM	10/29/12	10/29/12	M-F 9-10a Take 5 TAKE FIVE & COMPANY	CM	9-10am	M-----	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$50.00		0.00						
20	WZZM	10/27/12	10/27/12	WZZM Sat Weekend AM Sat Weekend AM News SATURDAY MORNING NEWS	CM	6-8a	-----S-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$100.00		0.00						
21	WZZM	10/27/12	10/27/12	Sat Early News Sat Early News NEWS	CM	Sat Early News	-----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$300.00		0.00						
22	WZZM	10/27/12	10/27/12	Sa 8-9a Sa Good Morning America SATURDAY GOOD MORNING AMERICA	CM	8-9a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$250.00		0.00						
23	WZZM	10/28/12	10/28/12	This Week This Week THIS WEEK	CM	10-11a	-----S	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$240.00		0.00						
24	WZZM	10/28/12	10/28/12	Sun Early News Sun Early News ABC NEWS	CM	Sun 6-630p (5:58 PM-6:30 PM)	-----S	:30	1	\$540.00	P-3	0.00	NM	1	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$540.00		0.00						
25	WZZM	10/28/12	10/28/12		CM	6-8a	-----S	:30	1	\$75.00	P-1	0.00	NM	1	\$75.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WZZM Sun Weekend AM											
				Sun Weekend AM News											
				SUNDAY MORNING NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$75.00		0.00					
26	WZZM	10/28/12	10/28/12	Su 8-9a	CM	8-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
				Su Good Morning America											
				SUNDAY GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$250.00		0.00					
27	WZZM	10/25/12	10/25/12	M-Su 11-1135p LN	CM	11-1135p	---T---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				M-Su Late News											
				EYEWITNESS NEWS 13 AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$1,000.00		0.00					
E 28	WZZM	10/25/12	10/25/12	The View	CM	11a-12n	---T---	:30	1	\$250.00	P-1	0.00	NM	0	\$0.00
				The View											
				THE VIEW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NZZM	10/22/12-10/28/12		The View		11a-12n	---Th----	:30		(\$250.00)	0.00	NM			
				Credited											
				[credit na]											
29	WZZM	10/25/12	10/25/12	M-F 12-1230p	CM	12-1230pm	---T---	:30	1	\$480.00	P-1	0.00	NM	1	\$480.00
				Noon News											
				WZZM 13 NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$480.00		0.00					
30	WZZM	10/25/12	10/25/12	M-F 3-4p	CM	3-4p	---T---	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				Katie											
				KATIE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$150.00		0.00					
31	WZZM	10/25/12	10/25/12	M-F 530-6a	CM	530-6a	---T---	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
				M-F Morning News											
				THE MORNING NEWS AT 530											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$375.00		0.00					
32	WZZM	10/25/12	10/25/12	M-F 530-6pm	CM	530-6p	---T---	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
				M-F News											
				5:30 EDITION NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$650.00		0.00					
33	WZZM	10/25/12	10/25/12	M-F 6-7a	CM	6-7a	---T---	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
				M-F Morning News											
				THE MORNING NEWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$600.00		0.00					
34	WZZM	10/25/12	10/25/12	M-F 7-9a	CM	7-9a	---T---	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
				M-F Good Morning America											
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$600.00		0.00					
35	WZZM	10/25/12	10/25/12	M-F 9-10a	CM	9-10am	---T---	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
				Take 5											
				TAKE FIVE & COMPANY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$50.00		0.00					
36	WZZM	10/23/12	10/23/12	M-F 1030-11am	CM	1030-11a	-T-----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
				Millionaire											

